

# Sweet Biscuits, Snack Bars and Fruit Snacks in Russia

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## Abstracts

Sweet biscuits, the major category, has continued to post positive retail volume and current value growth during 2021. This performance owes most to players' ongoing development of the category, such as the offer of more interesting flavours and toppings. Filled biscuits registered the fastest growth in sweet biscuits in 2020. While the higher sales base is expected to lead to a small decline in retail volume terms and a modest increase in retail current value sales over 2021, novelties and inno...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in Russia report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2016-2020, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2025, clearly indicating how the market is expected to change.

**Product coverage:** Fruit Snacks, Snack Bars, Sweet Biscuits.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Sweet Biscuits, Snack Bars and Fruit Snacks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

### SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN RUSSIA

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Growing offer of flavours and toppings maintain positive growth performance for sweet biscuits

Health and wellness and wider distribution boost the appeal of protein/energy bars and fruit and nut bars

New product development piques the interest of consumers in snack bars and fruit snacks

#### PROSPECTS AND OPPORTUNITIES

New flavours and healthy snacking trend offer growth drivers for sweet biscuits

Healthier positioning and distribution set to widen the appeal of snack bars

Fruit snacks set to benefit from return to sports and fitness activities and health and wellness positioning

#### CATEGORY DATA

Table 1 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2016-2021

Table 2 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2016-2021

Table 3 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2016-2021

Table 4 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2016-2021

Table 5 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2017-2021

Table 6 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2018-2021

Table 7 NBO Company Shares of Sweet Biscuits: % Value 2017-2021

Table 8 LBN Brand Shares of Sweet Biscuits: % Value 2018-2021

Table 9 NBO Company Shares of Snack Bars: % Value 2017-2021

Table 10 LBN Brand Shares of Snack Bars: % Value 2018-2021

Table 11 NBO Company Shares of Fruit Snacks: % Value 2017-2021

Table 12 LBN Brand Shares of Fruit Snacks: % Value 2018-2021

Table 13 Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2016-2021

Table 14 Distribution of Sweet Biscuits by Format: % Value 2016-2021

Table 15 Distribution of Snack Bars by Format: % Value 2016-2021

Table 16 Distribution of Fruit Snacks by Format: % Value 2016-2021

Table 17 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category:  
Volume 2021-2026

Table 18 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category:  
Value 2021-2026

Table 19 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category:  
% Volume Growth 2021-2026

Table 20 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category:  
% Value Growth 2021-2026

CHART 1 Snacks Value Sales Growth Scenarios: 2019-2026

CHART 2 Snacks Impact of Drivers on Value Sales: 2019-2026

SNACKS IN RUSSIA

EXECUTIVE SUMMARY

Snacks in 2021: The big picture

Key trends in 2021

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 21 Sales of Snacks by Category: Volume 2016-2021

Table 22 Sales of Snacks by Category: Value 2016-2021

Table 23 Sales of Snacks by Category: % Volume Growth 2016-2021

Table 24 Sales of Snacks by Category: % Value Growth 2016-2021

Table 25 NBO Company Shares of Snacks: % Value 2017-2021

Table 26 LBN Brand Shares of Snacks: % Value 2018-2021

Table 27 Penetration of Private Label by Category: % Value 2016-2021

Table 28 Distribution of Snacks by Format: % Value 2016-2021

Table 29 Forecast Sales of Snacks by Category: Volume 2021-2026

Table 30 Forecast Sales of Snacks by Category: Value 2021-2026

Table 31 Forecast Sales of Snacks by Category: % Volume Growth 2021-2026

Table 32 Forecast Sales of Snacks by Category: % Value Growth 2021-2026

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SOURCES

Summary 1 Research Sources

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